

# Marketing Services

## Level 2 – Effectiveness Assessment

### What Is It?

The EBS Marketing Effectiveness Assessment has been designed to specifically help small businesses that are frustrated with their current ability to find new customers and find new business from existing ones. The output from the assessment process is a detailed report that identifies a coordinated marketing strategy, the areas of current activity that require improvement and proposals for additional activities as needed. Illustrative pricing is provided where possible. There is no obligation to undertake any of the proposed activities with EBS Management Resources.

The assessment thoroughly examines a wide range of factors that contribute to the overall success of a small company's marketing activities in the context of their current offer portfolio and competitor positioning.

### What are the advantages to my organisation?

- Identification of the shortfall and inefficiencies in the current marketing approach.
- A goal-driven marketing strategy to improve results from future spend.
- Costed illustrations of specific marketing actions for informed decision making.
- Specifically designed for small businesses.
- FREE service with no further obligation.

### What Is Included?

#### Stage 1 – Company Interview

A company interview is conducted with the Managing Director (or equivalent) and, if relevant, the senior manager with responsibility for Sales. The interview takes between one and two hours and specifically covers the following factors:

Company Position	Years in business, growth over last 2 years, number of employees, number of customers, repeat business levels, geographic factors, market saturation level, company's principal strengths and weaknesses, sales effectiveness.
Company Aspirations	Growth aspirations in both £s and % for revenue and profit, growth in number of employees, growth in number of customers and repeat business levels, changes in mix/type of customers.
Offer Portfolio	Offer descriptions, quality relative to competitors, completeness, lead times, ease of purchase, key discriminating factors, life cycle positions, ideal customer profiles, pricing models, sales channels.
Current Customers	3 x examples of current customers, including reasons for buying, profitability, purchasing history, why they became a customer originally, exclusivity level, contact information.
Future Customers	1 x example of a non-customer that it is desirable to win.
Customer Care	Description of customer care (after sales) processes for each offer type, repeat business levels achieved.
Current Marketing Activities	Details of current marketing activities for each offer with costings and result levels.
Competitors	3 x examples of major competitors, including their competing offers, reasons for losing business to them, their marketing activity, relative size and the principal base for competition.
Expectations for Improvement	Desired outcome for each offer in terms of increased sales pipeline, improved bid-win ratio for new customers, increased repeat business levels, increased profitability

**Stage 2 – Desk and Telephone Research**

Following the company interview a period of desk and telephone research will be conducted to verify the interview data and to solicit external views of the company’s current marketing effectiveness. The factors considered in this stage include:

Customers	Telephone (or email) interviews with the three customer examples given in the company interview.
Competitors	Desk/telephone research into competitor positioning and activities
Marketing Norms	Comparing the company’s return on marketing investment experiences to generally expected norms for their industry sector

**Stage 3 – Collation and Report Production**

Following the desk and telephone research stage, all the information that has been collected will be collated, assessed and ranked to establish an overall marketing effectiveness. A series of recommendations will be assembled that will contribute to achieving the company’s aspirational goals (as stated in the company interview) and that are within the company’s budgetary reach. Thereafter the report will be written and produced.

Marketing Tactical Efficiency (doing things right)	Scoring the principal marketing tools (advertising, printed material, direct mail, sales force, telephone, sales promotions, press, web, exhibitions and sponsorships, sales channels) for efficiency at communicating with existing and potential customers
Strategic Effectiveness (doing the right things)	Ranking strategic elements of the offers (price, ease of purchase, quality, features and functions, lead time, completeness, proximity to customers, customer care, customer relationship depth, company image/brand reputation) for the company’s relative competitive strength versus their importance to customers
Overall Marketing Effectiveness	<p>A single diagram that plots the results of the two dimensions above into one of four quadrants that are labelled</p> <ul style="list-style-type: none"> <li>• Squandering Money</li> <li>• Wasting Money</li> <li>• Room for Significant Improvement</li> <li>• Fine Tune for Excellence</li> </ul> <p>A second plot is made to illustrate what level of marketing effectiveness can be achieved if the recommendations are followed.</p>

**Stage 4 – Assessment Presentation**

To complete the assessment process, the report will be personally presented to the company. EBS Management resources spend eight hours in total, researching, writing and presenting the Marketing Effectiveness Assessment. It is a very thorough and highly beneficial service.

**What Does It Cost?**

The EBS Marketing Effectiveness Assessment service is delivered completely FREE even though it takes our consultant at least eight working hours to research, write and deliver the report.

**About EBS Marketing Services**

EBS Marketing is a specialist area of service from EBS Management Resources, a multi-disciplinary provider of business support services to companies with 15 - 100 employees. Service portfolios are provided for the key functions of Human Resources, Occupational Health, Marketing, Sales and General Management. EBS clients cover a wide range of industries and include Dayla, Bucks Net Services, Nottingham Forest Football Club and Red Door Communications.

The complete set of marketing services includes:

- Level 1 - Marketing activity support (web refresh, brochure refresh, copy writing, ...)
- Level 2 - Effectiveness Assessment (marketing effectiveness audit and strategy creation)
- Level 3 - Marketing programme rollout (project specification, project management, ...)
- Level 4 - Interim marketing manager/director
- Level 5 - Non-executive directorship